

As cont.
B1
receiving a first connection from a user via the Internet in response to said advertisement;

initiating a second connection with said advertiser via telephone; and

5 coupling said first connection with said second connection, whereby a conversation between said user and said advertiser ensues;

wherein said system is the receiver of said first connection, and

10 wherein said system performs said initiating and said coupling.

4. A method for providing an enhanced computer based advertising system according to claim 3, wherein the
15 anonymity of said advertiser is maintained.

5. A method for providing an enhanced computer based advertising system according to claim 3, wherein said advertisement comprises text. D

20 6. A method for providing an enhanced computer based advertising system according to claim 3, wherein said advertisement comprises audio.

al.
cont.

7. A method for providing an enhanced computer based advertising system according to claim 3, wherein said advertisement comprises video.

5 8. A method for providing an enhanced computer based advertising system according to claim 3, wherein said method further comprises the step of:

charging said user or said advertiser.

10 Sub
Pg

9. A method for providing an enhanced computer based advertising system, wherein said method comprises the steps of:

an advertiser placing an advertisement;

storing said advertisement;

15 publishing said advertisement;

receiving a first connection from a user via telephone in response to said advertisement;

initiating a second connection with the advertiser via the Internet; and

20 coupling said first connection with said second connection, whereby a conversation between said user and said advertiser ensues;

Sub
B2
at
cont.

wherein a computer is the receiver of said first connection, and

wherein said computer performs said initiating and said coupling.

5

10. A method for providing an enhanced computer based advertising system according to claim 9, wherein the anonymity of said advertiser is maintained.

10 11. A method for providing an enhanced computer based advertising system according to claim 9, wherein said advertisement comprises text.

15 12. A method for providing an enhanced computer based advertising system according to claim 9, wherein said advertisement comprises audio.

20 13. A method for providing an enhanced computer based advertising system according to claim 9, wherein said advertisement comprises video.

at cont.

14. A method for providing an enhanced computer based advertising system according to claim 9, wherein said method further comprises the step of:

charging said user or said advertiser.

5

15. A method for providing an enhanced computer based advertising system, wherein said method comprises the steps of:

10

an advertiser placing an advertisement;

storing said advertisement;

page;

publishing said advertisement on an Internet Web

a user accessing said advertisement via the Internet; and

15

said user responding to said advertisement via an Internet telephone call;

wherein said Internet telephone call is initiated from a Web page.

20

16. A method for providing an enhanced computer based advertising system according to claim 15, wherein the anonymity of the person who placed said advertisement is maintained.

all
cont.

17. A method for providing an enhanced computer based advertising system according to claim 15, wherein said Web page indicates that the person who placed said advertisement is on-line.

5

18. A method for providing an enhanced computer based advertising system according to claim 15, wherein said Internet telephone call is made using the electronic mail address of the person who placed said advertisement.

10

19. A method for providing an enhanced computer based advertising system according to claim 15, wherein said Internet telephone call is made using the Internet Protocol Address of the person who placed said advertisement.

15

20. A method for providing an enhanced computer based advertising system according to claim 15, wherein said Internet telephone call is made using the address of the server into which the person who placed said advertisement is logged.

20

at
cont.

21. A method for providing an enhanced computer based advertising system according to claim 15, wherein said advertisement comprises text.

5 22. A method for providing an enhanced computer based advertising system according to claim 15, wherein said advertisement comprises audio.

10 23. A method for providing an enhanced computer based advertising system according to claim 15, wherein said advertisement comprises video.

15 24. A method for providing an enhanced computer based advertising system according to claim 15, wherein said method further comprises the step of:

charging for said responding and/or said placing.

20 25. A method for providing an enhanced computer based advertising system, wherein said method comprises the steps of:

an advertiser placing an advertisement;
storing said advertisement;
publishing said advertisement;

at
cont.

accessing said advertisement via the Internet;
and

responding to said advertisement via a real time
Internet communication;

5 wherein said real time Internet communication is
initiated from a Web page.

26. A method for providing an enhanced computer based
advertising system according to claim 25, wherein the
10 anonymity of the person who placed said advertisement is
maintained.

27. A method for providing an enhanced computer based
advertising system according to claim 25, wherein said Web
15 page indicates that the person who placed said
advertisement is on-line.

28. A method for providing an enhanced computer based
advertising system according to claim 25, wherein said
20 communication is made using the electronic mail address of
the person who placed said advertisement.

29
cont.

29. A method for providing an enhanced computer based advertising system according to claim 25, wherein said communication is made using the Internet Protocol Address of the person who placed said advertisement.

5

30. A method for providing an enhanced computer based advertising system according to claim 25, wherein said communication is made using the address of the server into which the person who placed said advertisement is logged.

10

31. A method for providing an enhanced computer based advertising system according to claim 25, wherein said advertisement comprises text.

15

32. A method for providing an enhanced computer based advertising system according to claim 25, wherein said advertisement comprises audio.

20

33. A method for providing an enhanced computer based advertising system according to claim 25, wherein said advertisement comprises video.

u/s
cont.

34. A method for providing an enhanced computer based advertising system according to claim 25, wherein said method further comprises the step of:

charging for said responding and/or said placing.

5

35. An apparatus for an enhanced computer based advertising system, wherein said apparatus comprises:

means for an advertiser to place an advertisement;

10 means for said advertiser to indicate a telephone number;

a digital storage means;

a publishing means;

15 means for a first user to respond to said advertisement by sending a response message via the Internet;

means for a second user to access said system by initiating a first telephone call;

20 means for said system to contact said advertiser by initiating a second telephone call; and

means for coupling said first telephone call with said second telephone call such that a conversation ensues between said second user and said advertiser;

61
cont.

wherein said telephone number is associated with said advertisement;

wherein said digital storage means stores said advertisement and said telephone number;

5 wherein said publishing means formats said advertisement for publication; and

wherein said response message can be retrieved via a telephone.

10 36. An apparatus for an enhanced computer based advertising system according to claim 35, wherein the anonymity of said advertiser is maintained.

15 37. An apparatus for an enhanced computer based advertising system according to claim 35, wherein said advertisement comprises text.

20 38. An apparatus for an enhanced computer based advertising system according to claim 35, wherein said advertisement comprises audio.

0-1
cont.

39. An apparatus for an enhanced computer based advertising system according to claim 35, wherein said advertisement comprises video.

5 40. An apparatus for an enhanced computer based advertising system according to claim 35, wherein said apparatus further comprises:

a means for charging said first user or said second user or said advertiser.

10

Sub
B3

41. An apparatus for an enhanced computer based advertising system, wherein said apparatus comprises:

means for an advertiser to place an advertisement;

15 means for said advertiser to indicate at least one of a plurality of contact numbers;

a digital storage means to store said advertisement and said contact numbers;

a publishing means;

20 means for a user to access said system by initiating a telephone call; and

means for said system to initiate a sequence intended to connect said user with said advertiser;

Sub BB / al cont.
wherein said plurality of contact numbers is associated with said advertisement;

wherein said publishing means outputs said advertisement for publication; and

5 wherein said system executes said sequence in a random or advertiser specified order, once or an iterative number of times, indefinitely or over a predetermined interval, unless canceled or until said advertiser is connected with said user.

10 42. An apparatus for an enhanced computer based advertising system according to claim 41, wherein at least one of said contact numbers is a telephone number.

15 43. An apparatus for an enhanced computer based advertising system according to claim 41, wherein at least one of said contact numbers is an Internet address.

20 44. An apparatus for an enhanced computer based advertising system according to claim 41, wherein at least one of said contact numbers is an electronic mail address.

45. An apparatus for an enhanced computer based advertising system according to claim 41, wherein at least one of said contact numbers is a local access number (LAN) address.

46. An apparatus for an enhanced computer based advertising system according to claim 41, wherein at least one of said contact numbers is any electronic address location.

47. An apparatus for an enhanced computer based advertising system according to claim 41, wherein said telephone call is made via the Internet.

48. An apparatus for an enhanced computer based advertising system according to claim 41, wherein said advertiser can determine the order in which said plurality of contact numbers is called.

49. An apparatus for an enhanced computer based advertising system according to claim 41, wherein said advertiser can determine the time at which at least one of said plurality of contact numbers is called.

al
nd

50. An apparatus for an enhanced computer based
advertising system according to claim 41, wherein said
advertiser can deactivate at least one of said plurality of
contact numbers.--
